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REPORT ON THE ACTIVITIES OF THE
JJ3 SOCIO-ECONOMIC DIVISION

April 1978 - March 1979

SED 80-2



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The Chief of the Socio-Economic Division,
section leader of projects, REPORT ON THE ACTIVITIES OF THE
had been involved in the SOCIO-ECONOMIC DIVISION

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previous report, prepared by Hilary Girt, Socio-Economic Division, Parks Canada, April 1979.
In this activity, described the problems by client groups.
Interviewed staff members, clients, and visitors and
deals with their respective interests and
work projects and problems.

Prepared by

Hilary Girt

Prepared for

The Socio-Economic Division
Program Management Branch
Parks Canada

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Cette publication peut aussi être obtenue
en français.



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of the Hon. John Roberts,
Minister responsible for
Parks Canada, Ottawa, 1980.

PREFACE

The Chief of the Socio-Economic Division (SED), section heads and other staff members wrote descriptions of projects in which they, or members of their sections, had been involved during the period under review.

Hilary Girt, using the format initiated for the previous report, Report on the Activities of the Socio-Economic Research Co-ordination Division November 1976 to March 1978, organised the projects by client group, interviewed staff members, reviewed and evaluated any draft reports and prepared the final report.

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A. INTRODUCTION

This volume is the third in a series summarizing the activities of the Socio-Economic Division. It covers the period from April 1978 to March 1979.

The name of the Division has been changed, from the Socio-Economic Research Co-ordination Division to the Socio-Economic Division. The change in name reflects a new orientation for the Division. In future, while maintaining a special interest in research, the Division will turn its attention to other more diversified fields of activity. These activities include reviewing program forecasts and budgets, advising the director general of the program concerning socio-economic questions in the context of the sectoral plan and studies of administration plans, providing liaison with the Canadian Government Office of Tourism regarding the development of national tourist promotion projects and collecting and analysing socio-economic data for the purpose of formulating proposals for administrations and planners. The Division will also facilitate decision making by administrators by developing, adopting and explaining methods of measuring public use of facilities,

services and other programs offered by Parks Canada to demonstrate the effectiveness and viability of Parks Canada projects and to describe the consequences of changes in these projects.

For many of the projects with which SED is involved, staff invest considerable effort in the initial stages by meeting the client to ensure that the objectives of the project are clearly defined, to identify the need for additional information or data relevant to the issue and to determine what SED's involvement should be.

SED has the responsibility to help the client determine the socio-economic information which may be required and whether a data collection exercise is necessary. In some cases, initial discussions determine that sufficient relevant data are available for secondary analysis or that further socio-economic data are not required to solve the problem.

Many of the projects reported here resulted in the preparation of one or more reports. The report titles are not usually specified in the text, but appear in the list of references.

The projects have been organized under 'client' headings, indicating the group or organization for which the research was conducted.

B. SUMMARY OF ACTIVITIES

1. Parks Canada Program

(1) ARC/Park/Site Database System

A firm of consultants, Quasar Systems Limited, was engaged by SED to analyse and evaluate the existing park use data reporting systems and make recommendations for future developments. More specifically, they were asked to prepare documentation:

(i) defining the tasks, both manual and automated, that formed the systems;

(ii) suggesting improved methods of handling and reporting the incoming data;

(iii) outlining a general design for the system from which a detailed design plan could later be developed.

The discussions, analysis and reviews conducted as a part of this project culminated in five reports which are available for consultation at the SED Document Centre.

(2) A Bibliographic Survey of
Socio-Economic Studies

A project was started to compile a bibliographic inventory of socio-economic research studies relating to national parks, national historic parks and sites and areas administered by the Agreements for Recreation and Conservation (ARC) Branch.

As a first step, a draft inventory of references on national parks was prepared during the summer of 1977. A list of references was prepared and circulated to Divisions at Headquarters and Regions requesting comments.

During 1978, the project was extended to include national historic parks and sites and historic canals and divided into two phases, the first involving research at Headquarters and the second including the Regional Offices. This year Phase I began and should be completed in 1979/80. The information in the draft inventory was verified. Missing information was obtained and lists of reports from socio-economic studies which pertain to national historic parks and ARC sites were compiled.

(3) Campground Expansion Criterion

A measure of the use of campgrounds has been designed to assist managers in determining which campgrounds or group of campgrounds in the park system can reasonably be considered for expansion. The measure of use is called the campground expansion coefficient (CEC) and

it indicates the degree to which campsites are used to full capacity over the peak season (July and August).

The CEC serves as:

- (i) a quantitative guide in deciding whether to pursue a proposal to expand campground capacity;
- (ii) a guide to how much special justification is required. A high value of the CEC in an area where it is policy not to expand campgrounds is of no significance.

The development of the campground expansion criterion is at an early stage but it is hoped that a standardised aid to decision making can be devised which will help the manager to determine how much his/her campgrounds are really used and what this implies about the need to expand.

(4) Canal Statistics

A proposal that the responsibility for collecting canal statistics be transferred from ARC to SED was considered.

Following discussions with the Director of Program Management Branch and personnel from A.R.C. Branch and the Ontario and Quebec Regions, the Division assigned Quasar Systems Limited, who were preparing documentation recommendations and design reports on the ARC/Park/Site Database System in general, the task of preparing a report on the canal sub-system. This report was prepared and circulated for comments in March 1979 and

laid the foundation for the later development and implementation of the revised ARC, Canal New Approaches Reporting System.

(5) Computerized Attendance Reports

Work in relation to the ARC/Park/Site Database proceeded by developing routines necessary to produce monthly attendance reports on an automated basis. Data on attendance at ARC's, parks and sites are stored in the computer as well as the text of reasons and notes. A program processes this information and produces the formulated text so that a report can be typed in a final form complete with accents, page numbers, etc.

(6) CORD Study Report

The University of Waterloo finished condensing the CORD Study Report into one volume in preparation for its publication by an external agency if a publisher should take an interest in doing this. Completing this revision process involved an in-house review by staff of SED. The single volume work in its present computerized form is available for distribution to Parks Canada Regional Offices.

(7) Development of Interpretive Evaluation Methods

A program to develop a small scale procedure for use by chief park naturalists, interpreters or

interpretive planners to evaluate the effectiveness of unmanned interpretive exhibits and displays within national historic parks and national parks was begun by SED. In 1978-79 three projects were carried out as part of this program.

(a) Pilot study of observation and counting procedures

The study consisted of an experiment with the use of an observer at a number of specific sites in a given park over the course of a single summer season to gather site-use data. The data are to be used to derive estimates of use for that season and a formula for estimating the use at those sites in subsequent years. Observations were carried out at locations in Banff and Yoho National Parks.

Both empirical findings as to the characteristics of the users of these locations and administrative conclusions about this type of survey were derived from this study.

(b) Pilot study on the use of photographic techniques for measuring contacts

A pilot study was carried out to compare the accuracy and relative efficiency of highly trained on-site field observers with film records as a means of collecting measurements on user behaviour at unmanned interpretive facilities. This research was conducted at three sites in Banff National Park. The technical requirements

were identified and the results of this study have been published.

- (c) Development of photographic methods for evaluation of displays

As a result of discussions arising from the two previous studies, the Environmental Analysis Group (TEAG) submitted an unsolicited proposal to the Department of Supply and Services for a three phase study to investigate, develop and produce procedural guidelines for equipment and procedures for the use of time-lapse photography in evaluating unmanned displays and exhibits. SED joined with the National Museum Corporation and the Department of Supply and Services in funding the project outlined in TEAG's proposal.

The pilot study was carried out at the National Art Gallery in Ottawa, the National Museum of Man in Ottawa, and Fort Langley National Historic Park in British Columbia. The findings and conclusions of the pilot studies have been published and can be consulted at SED.

(8) Document Centre

Work continued on a project to improve the accessibility to users of 2,000 documents in SED's research Documentation Centre. The collection includes documents on the subjects of park planning, the social and economic impact of parks, outdoor recreation research, park-use,

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research methodology and tourism. A report, intended for internal distribution, was prepared outlining a development plan. Discussions were initiated with staff of the National Parks Branch Documentation Centre (NPDC) to explore the feasibility of closer co-operation between SED and NPDC to provide information to users within and outside the Parks Canada Program.

(9) Hierarchical Indexing System for a Leisure Studies Data Bank

Work on the hierarchical indexing system for a Leisure Studies Data Bank was continued under a Supply & Services contract in which, finally, the only interested groups were Parks Canada and Statistics Canada. Statistics Canada provided a technical adviser to assess the progress of the work. The work during the 1978/79 period was primarily technical.

(10) An Illustration of Cluster Analysis of Park Visitors

Final versions of the English and French text were edited and the report was printed and distributed to Parks Canada's regional offices.

(11) Implications for Parks Canada of National Surveys on the Participation of Canadians in Outdoor Activities

A study group made up of representatives from

Program Co-ordination Branch, National Parks Branch, National Historic Parks and Sites Branch and Agreements for Recreation and Conservation was chaired by the Head, Projections Section, Socio-Economic Division. A report which discusses implications of trends in the participation of Canadians in various outdoor activities was prepared for internal distribution. Examples of the activities studied are: camping, driving for pleasure, cross-country skiing, bicycling, canoeing, hiking, picnicking, visiting historic sites and using historic canals and associated lands.

(12) Machine Readable Data Bank

The data on the use of interpretive facilities for the years 1976 and 1977 that were coded and stored by the University of Waterloo were combined with 1978 data accumulated in the database system while routines were developed. This resulted in a machine readable data file with some history of the use of interpretive facilities. Report generation procedures were developed in relation to these data to allow the confirmation that they were correct and to facilitate production of tables of interpretive data in the statistical references. Output of one such program appeared in the 1978-79 statistical reference.

(13) Park-Use Statistics 1977-78

This publication is the annual statistical reference on public use of various facilities and services provided by the Parks Canada Program. For the first time, with the inclusion of canal-use statistics, the report presents data from each of the three operational components of the Program, national parks, national historic parks and sites and historic canals. With the exception of canal statistics, which are presented in a summary table, information in the report is organised by Parks Canada's five administrative regions and by individual parks and sites within regions. The report also contains a glossary in which terms used to describe different types of use are defined.

(14) Population Distributions Near National Parks, National Historic Parks and Sites and Potential Park Locations

Parks Canada, at the suggestion of SED, asked the Lands Directorate of Environment Canada to prepare a series of tables showing population distributions near national parks, national historic parks and sites and twenty-two additional locations described as possible activity centres for park initiatives across Canada.

During 1978, the first set of tables was produced, showing the population distribution near national parks.

The tables include populations found within radii bands which denote increasing distance from a particular location. However, the distance calculations were performed on a straight line basis and no allowance was made for water bodies, lack of roads, or other commuting obstructions. Thus the radii bands represent true distance as the crow flies and are not truly representative of commuting distance.

The tables were derived from the 1976 Census of Canada Geographic summary file using a Lambert Conformal Projection. Copies of the population projections are available on request from SED.

(15) Report on Activities of Socio-Economic Division

A report on the activities of SED was prepared. The report describes the services and products of SED and is organised by the various client groups for which SED performed services.

(16) Research Newsletter

The Research News is intended to serve as a means of communication among people in Parks Canada working in socio-economic research and related subject areas. There were four issues produced during fiscal year 1978-79.

(17) Reviews of Relevance to Parks
Canada of Documents, Articles,
Books and Journals

Members of SED served as associate editors on major journals and did reviews both on request by journal editors and in their role as associate editors. More than twenty reviews in the general area of recreation, tourism and leisure studies were carried out. As well, there were internal reviews of articles that appeared in journals, books, etc. The staff of SED reviewed this published material to give a division viewpoint on the relevance of articles which at least appeared to have some value to Parks Canada. This screening effort facilitates socio-economic researchers remaining current with what is being published in professional journals without reading the publications in detail.

(18) Staffing Assistance
to the Regions

The Chief of SED, as well as some division staff, were involved in assisting Regions in staffing actions. Specifically, there was participation in actual selection boards for Chief of Research, Socio-Economic Research in Halifax, participation in job description development for the Western Region and assistance in selection of a Chief of Research for the Ontario Region.

(19) Visitor Classification Project

It has been recognized by SED staff that an important problem in relation to such research is recognition of the various types of visitors that use national parks, ARCs or historic sites. Based on this a research proposal was formulated and a contract let to the University of Waterloo to do preliminary work on definition of visitor classes. This work was received in the spring of 1979 and held for review and further development and the proposal of other projects in relation to this initial work.

2. Branches of Parks Canada at Headquarters

a) Program Management Branch

(1) Guidelines for Style and Format of Reports

Three report writing manuals were prepared each dealing with one of the following specific types of reports:

- (i) planning or management reports;
- (ii) technical reports;
- (iii) statistical reports.

The three manuals are intended for the use of the authors of reports for the Socio-Economic Division. These reports therefore are available for internal distribution only.

(2) Parks Canada's Contribution to the Canadian Economy

At the request of Programming Division, and in support of Parks Canada's budget submission for 1979/80, SED prepared an analysis of the impact Parks Canada's budget has on the economy. The analysis argued that as Parks Canada facilities are mainly located in areas of the country designated by DREE as eligible for incentive grants, the impact of the budget in terms of job creation and attracting tourist spending was significant.

(3) Production of Procedures and Policies for SERC's Information Functions

This manual was prepared to provide a record of

procedures relating to the duties performed by staff of the Socio-Economic Division who are responsible for selected information functions. Division policies which govern the amount and type of service to be provided to users of SED's information services are also stated.

(4) Review of Capital Forecasts
and Estimates

During 1978, SED was involved in the capital estimates review process. SED's main role was to review that component of projects which dealt with visitor use.

Fifty-seven projects, valued at over \$10 million, were chosen from the national parks estimates for detailed examination by SED. These projects were classified under the following categories:

- (i) campgrounds and primitive campsites;
- (ii) hiking trails and roadside pull-offs;
- (iii) visitor or interpretive centres and displays;
- (iv) day use areas.

The estimates took approximately five person months of SED's time; forty-one projects, worth over \$7 million, were recommended, ten, worth a total of nearly \$2.5 million, were not recommended and six, worth a total of \$500,000, were considered to require major modifications before a decision could be made.

(a) Banff National Park

(i) Icefield Parkway Day Use Area. SED reviewed proposal to develop a day use area along the Icefield Parkway. In view of the heavy traffic along the Parkway, SED considered that the facility would be used sufficiently to recommend that the project proceed as planned.

(ii) Windemere Highway Interpretive Management Unit.

SED reviewed a proposal to build an interpretive management unit on the Windemere Highway. SED estimated the potential demand for such a facility and believes it will be high enough to justify the project.

(b) Campground Development

SED assessed the following campground development projects in the Western and Prairie Regions:

(i) Banff National Park Campground Rehabilitation.

The campgrounds to be rehabilitated are old and established and are almost always full in July and August. The project appears fully justified and SED recommended it proceed as planned.

Two overflow campsites planned near Banff and Lake Louise can also be justified by the amount of use of the permanent campsites in the area. A third overflow planned for the northern sector was not recommended as there is excess campground capacity in the area.

Proposals to expand the Johnston Canyon and

Protection Mountain Campsites can be justified by demand but no further expansion should take place until the effect of new recreational developments by the Alberta Government at Kananaskis can be assessed.

(ii) Elk Island National Park. The project's aim is to create a 100 site campground to replace the present Sandy Beach campground. As the project can be considered to fall under the heading "preservation of physical plant", and as nothing indicates that capacity is out of line with use, SED recommended that the project proceed as planned.

(iii) Glacier National Park. This is the third year of a seven year project to replace and renovate camp-ground facilities.

Glacier does not receive the amount of use which the larger western parks receive but the modest phased sort of development suggested in this project is probably justified although future stages of the project should be reappraised annually.

(iv) Jasper National Park. This project's purpose is to renovate and repair the existing campgrounds in the Park. Use of Jasper Campgrounds is high and it is not unreasonable to suggest that old campgrounds need substantial maintenance and improvement. There is little doubt that the project is justified.

(v) Kluane National Park. A project to expand the Kathleen Lake campground was recommended delayed until the development of the Alaskan Highway and until justified by use of present facilities. The development of a day use area at the lakeside and construction of a trail was recommended to proceed as planned as local informal use of the area has caused considerable damage.

(vi) Kootenay National Park. This is the second year of a three year project to rebuild campsites and trails, re-establish ground cover and improve playgrounds in Redstreak Campground. The justification is that the camp-ground is located in a semi-arid area and so high use is particularly damaging. As the average occupancy in July was 100% and in August 98% there is no doubt that the campground is heavily used and SED recommended that the project proceed as planned.

(vii) Nahanni National Park. The purpose of this project is to protect the fragile environment of the Virginia Falls area, which is presently being damaged by campers. In order to control use, the Region proposes to construct a primitive campground, some limited day use facilities and a boardwalk trail. SED recommended that this project proceed as planned.

(viii) Prince Albert National Park Seasonal Campground Redevelopment. This project involves providing basic services for the seasonal campground. The campground

is actually an area of "permanent" cabins owned by local residents who have traditionally used the park land for their cottages. SED recommended that the project proceed as planned, provided that the cost can be fully recovered. The seasonal fees should be increased to achieve this.

(c) C.O.R.T.S. Waterway: Rideau Land Acquisition

SED conducted a preliminary investigation into a proposal to acquire some islands in Big Rideau Lake on the Canada-Ontario-Rideau-Trent-Severn (C.O.R.T.S.) Waterway in order to protect them from cottage development and preserve the scenery. It was also planned to provide recreational facilities on the acquired land.

SED did not consider that the demand justified the construction of recreational facilities and recommended other alternatives, notably zoning the land, rather than out-right acquisition.

(d) Elk Island National Park

SED reviewed a proposal to construct a day use area in the Park. SED considered that the demand was great enough for sufficient use to be made of it and recommended that the project proceed as planned.

(e) Films as an Interpretive Tool

A proposal to make films in Kluane National Park, and Wood Buffalo and Waterton Lakes National Parks was reviewed by SED. Using National Film Board distribution statistics, SED calculated the cost per

contact and concluded that films are one of the cheapest and most effective ways of contacting the public.

(f) Forillon National Park

Three proposed projects in the Park were analysed by SED:

(i) Group Campground at Penouille. Demand and accessibility levels for a proposed group campground at Penouille were felt to be high and SED recommended that the project proceed as planned.

(ii) Reconstruction of Grande-Grève. A proposal to restore and construct a total of 22 buildings in the abandoned fishing village of Grand Grève was reviewed. Due to the fact that as a new and non-essential interpretive facility it has low priority and would also be expensive, it was recommended that the project be limited to preservation of the village structure and minimum interpretation. Another factor taken into consideration was the politically sensitive nature of the project as there was considerable public hostility when residents were required to abandon the village less than twenty years ago.

(iii) Transit System. SED recommended that a proposed transit system on the south shore of the Gaspé peninsula be delayed until a feasibility study is undertaken to determine visitor demand in future years.

(g) Fort Chamblly National Historic Park

Quebec Region proposed to develop a new parking lot with 100 spaces as part of a park rehabilitation program. SED considered 100 spaces to be excessive in light of current use patterns. A capacity of 50 sites would appear to be more in line with current visitor volumes.

(h) Glacier National Park

SED reviewed a proposal to build an interpretation centre at Rogers Pass. The demand estimate, as quoted in the original project design, seemed unrealistically high. SED's own analysis of the market potential for this centre indicated a more modest facility than that proposed would meet existing demand with greater budget and man-year economy.

(i) Gros Morne National Park

There are two gravel highways along Bonne Bay within the Park, Highway 430 on the north side and Highway 431 on the south side.

SED reviewed proposals to develop facilities along Highway 430 and recommended that hiking trails, roadside pull-offs and a limited day use area at Shallow Bay be constructed to meet the anticipated demand from an increased number of visitors. It was recommended that a proposed boat launch be cancelled in favour of private sector development.

SED also reviewed a proposal to pave Highway 431 and

examined present and expected use of the park. Based on this, it concluded that there would be excess capacity in the park for many years to come, so that construction of new roads and facilities to further increase park capacity would not be an efficient use of resources.

In addition, because the project is capital intensive, requiring heavy equipment and modern technology rather than manual labour, it would not provide any significant jobs and economic stimulus to the residents of the south side of Bonne Bay.

Therefore, SED recommended:

- (i) that the project be delayed indefinitely until justified by use;
- (ii) that as an alternative, resources be devoted to encouraging a tourist service industry on the south side.

It was also recommended that a proposed campground and day use area at Lomond on the south side be delayed indefinitely until visitor volume in the park justifies the facility and until Highway 431 is paved.

(j) Kejimkujik National Park

SED reviewed development proposals for the Park. There is a projected increase in the number of visitors to the Park and SED supported the proposals to upgrade the information centre and build an aquatic life interpretation centre. SED also supported a proposed bicycle

trail. The rate of growth of bicycling in the Atlantic Provinces is dynamic and SED anticipates that as soon as the proposed trail is in place the number of visitors who will use bicycles in the Park will increase rapidly. There will also be an opportunity for the private sector to operate bicycle rental concessions.

SED recommended that a proposed project to build a new public walk-in campground be reviewed mainly in terms of its objective. If the purpose of the campground is to provide the user with a different type of recreational opportunity then the project should be approved. However, if it is to meet increasing demand for camping facilities as a result of the private sector's failure then a walk-in campground is not the type of facility which is required.

(k) Kluane National Park

SED reviewed projects to develop wayside facilities, trails and signs and recommended that these and any other visitor related projects should be rescheduled in the light of new projections, timetable changes in the Alcan Highway reconstruction and the policy decision on Parks Canada's obligation towards the temporary population increase related to the construction projects.

(l) La Mauricie National Park

A number of projects were proposed at La Mauricie:

(i) Developments at Lac Edouard. A proposed camp-ground at Lac Edouard was recommended cancelled on the

basis of insufficient demand but a proposed day use area was recommended as the area has an exceptional beach, natural surroundings, a southern exposure and an excellent potential for interpretation. It could also relieve some of the visitor use pressures in other parts of the Park.

(ii) Primitive campsites. SED recommended that development of primitive campsites should not proceed as planned as there is insufficient demand. Existing supply of wilderness campgrounds is more than adequate.

(iii) Roadside pull-offs. SED recommended that development should not proceed as planned until a market analysis is undertaken which will consider the demand for parking facilities according to the recreational potential of individual areas.

(iv) St.-Jean-des-Piles Visitor Centre. A proposal to build a complex containing an administration centre, maintenance compound and visitor reception centre was recommended delayed until after the completion of a panoramic route and a market analysis to determine the centre's potential usefulness.

(v) Trails. SED recommended that proposed wilderness trails be constructed but a project to build a multiple use trail should only proceed if it includes a bicycle trail.

(m) Lachine Canal:

SED examined the feasibility of constructing a bicycle pathway along the Lachine Canal to link it to the St. Lawrence Seaway Pathway and the existing regional bikeway system.

The number of Montreal residents participating in bicycling has grown rapidly in the past and is projected to increase further. Moreover, there is now some demand pressure on the existing regional bikeway system, particularly during the weekends. Therefore SED believes that from both demand and supply perspectives the proposed construction of a bicycle pathway along the Lachine Canal is sound.

(n) Pacific Rim National Park:

A proposal to acquire the Braiden property, a 500 site private campground adjacent to the Pacific Rim National Park, was reviewed, and SED suggested an independent assessment of the property, as there was some debate as to the purchase price. A contract was awarded to Woods Gordon & Co., Management Consultants. They used a "power to earn money" approach and this gave a lower value to the property than the quoted purchase price, which had been based on the value of individual capital assets.

(o) Point Pelee National Park

A project to replace exhibits and displays at the

interpretive centre was recommended as the number of visitors to the centre is growing. Funding for an audio-visual program was additionally justified by the high incidence of repeat visitors which makes frequent updating and revision of this program advisable.

(p) Prince Albert National Park

(i) Development of on-site exhibits. SED reviewed a proposal to develop on-site exhibits at the Narrows and in the Aspen Lake Interpretive Unit. The concepts for these exhibits have yet to be defined but are likely to involve the construction of a short interpretive trail.

The proposal in its present form was not considered acceptable. There are already several other trails in the vicinity and no evidence was presented to suggest that these are over-used. The proposal may be intended to stimulate more visitor use of interpretive facilities but if so there should be an accompanying publicity campaign.

The project requires the specification of the concepts for the on-site exhibits, what is to be developed, who will use it and why.

(ii) Narrows Day Use, Marina and Docking Facilities. This project involves the development of the day-use area at the Narrows and the upgrading of the docking facilities. The area urgently needs rehabilitation as

considerable shore erosion is taking place, the docking facilities are inadequate and worn out and a clearly defined day use area is needed for the estimated 3,000 users per annum. SED recommended that this project proceed as planned.

(iii) Resurfacing Highway 263. SED reviewed a project to repave Highway 263. In view of the low volume of traffic using the highway and the fact that it serves no particular purpose, SED recommended that it either be closed or resurfaced with a lower cost material.

(iv) Waskesiu Day Use Area. The Waskesiu Day Use Area is the most heavily used area of the park for it provides the only supervised sandy beach. A rehabilitation program for the area is near completion and SED recommends that the final phase, which includes expanding the parking lot, proceed as planned.

(q) Prince Edward Island National Park

(i) Cavendish/golf course redevelopment. The Cavendish area is subject to the forces of coastal erosion and deposition. The Gulf Shore Road, which provides access to the beaches and the campground, is threatened with erosion and the northernmost holes of the golf course are in danger of being obliterated by drifting sand. In addition, the intense use of the area damages the dunes and prevents them from stabilising naturally.

The project involves converting the three northern-most holes into a day use area and relocating the holes in newly acquired land to the south.

SED analysis indicated that the new facilities would shift use from fragile areas and provide improved facilities for the half a million visitors a year. Therefore SED recommended the project proceed.

(ii) Land acquisition program. A proposal to acquire land in the vicinity of the park was recommended with reservations. The purposes of this program are firstly to relieve pressure of use from the narrow beach and sand dune zones, secondly to complete eco-systems now partially in the Park and thirdly to provide a buffer against developments such as cottages and amusement parks which would spoil the visual aspects of the Park by destroying its pastoral setting.

Most of the land purchased so far has been in support of the 'redevelopment' and 'ecosystem' goals and not primarily as buffer land. The unpurchased land is mainly buffer lands and in the current financial situation regional managers might well be advised to re-examine the program to see if the goal is really worth the expense and cannot be achieved more cheaply or indefinitely postponed. Seeking co-operation from the provincial government to maintain and impose zoning controls was recommended as a possible low-cost alternative.

(r) Province House National
Historic Site Restoration
and Interpretation

SED reviewed proposals to restore Province House and provide more interpretive facilities.

In view of the present deteriorated condition of the building, its importance to Canadian history and its high level of visibility, SED recommended that restoration proceed as planned.

The 1977 visitor survey showed that there was considerable potential demand for more extensive interpretive facilities at the site. It was proposed to provide period furnishings to the restored offices and meeting chambers and to construct a modern didactic display in the adjacent Confederation Centre. SED recommended that these projects also proceed as planned as they would increase the visitor's understanding of the site's importance in Confederation and would likely lengthen the average time spent there.

(s) Pukaskwa National Park

A large number of projects were reviewed for this park:

(i) Construction of roads. A temporary tote road was recommended if required for construction. Access roads to the park from Highway 627, a bridge over the Pic River, an entrance road to Hattie Cove campground and roads within it were all recommended. It was

suggested that a road from Hattie Cove to White River be phased back until demand for use at Oiseau Bay warrants a road.

(ii) Hattie Cove development. SED recommended that a proposed campground, service buildings, an outdoor theatre and on-site exhibits proceed as planned as demand for these facilities is expected to be high once Hattie Cove is fully accessible to visitors. The construction of a day use area could be accelerated one year to ensure the readiness of facilities for the 1982-83 operating season. Considering the distance from major population centres and alternative sites in the North Shore of Lake Superior, one group campground, rather than the two proposed, was considered adequate.

(iii) Oiseau Bay development. SED recommended that no more than 60 primitive sites be constructed and that the proposed day use area be phased back as no means of access apart from the hiking trail would be available in the near future.

(iv) Trails. SED recommended that interpretive trails at Hattie Cove and Oiseau Bay be constructed but the use of interpretive trails at other sites further along the coast is not justified for the foreseeable future.

The completion of the Coastal Trail and the development of the Tip Top Mountain and Cascade River

Trails was recommended to provide wilderness users with controlled access to the interior of the Park, in keeping with the Minister's directive to preserve Pukaskwa as a wilderness park.

(v) Water Transit system. A water transit system along the coast was proposed to provide visitor access to the interior of the Park. SED did not recommend it as it would be little used and uneconomical. It also runs against the Parks Canada policy for the Park to encourage large numbers of visitors to the wilderness areas.

Related facilities such as a transit/concession/outfitters building and wharfs at Hattie Cove and Oiseau Bay were recommended to be scaled down or phased back if the transit system was not implemented.

(t) Riding Mountain National Park

(i) Clear Lake Seasonal Campground. SED reviewed a proposal to redevelop this campground, and recommended that the Region should recover the costs of the project as it provides benefits only to a particular group of people, the seasonal residents.

(ii) Winterizing Wasagaming Campground. SED recommended that the demand for winter camping should be monitored before proceeding with this project.

(u) St. Lawrence Islands National Park

(i) Development of interpretive facilities. This

project concerned the development of interpretive facilities over five years. SED recommended that this development be postponed as it is not justified in terms of current or future park use.

(ii) Public relations and information. Five projects aimed at the local population and designed to improve the Park's public image were proposed. Although local concern about the Park's expansion and development plans has to some extent been mitigated, the need for favourable presentation of the Park's image continues. The five projects consist of mass communication, extension and children's programs, backed by publications and audio-visual presentations.

In view of their effectiveness and the fact that the likely impact of such programs is cumulative, SED recommended that all five projects proceed as planned.

b) National Parks Branch

(1) Analysis of the Role of the Parks Canada Program in Tourism

The Government assigned to the Canadian Government Office of Tourism the role of co-ordinating efforts among the various departments. SED participated in a workgroup to develop a tourist strategy for Parks Canada and provided a statistical analysis of Parks Canada's role in tourism in terms of the numbers of tourists visiting parks, being attracted to a region

because of the parks, etc. SED also contributed a paper on Parks Canada's role in present tourism.

(2) The Economic Impact of the Five Northern Parks

The estimated number of visitors to the proposed West Torngat and Mealy Mountains National Parks provided the basis for an estimate of the total number of visitors and the resulting job opportunities available in the proposed five northern parks.

(3) Evaluation Survey of Parks Superintendents Conference

SED provided assistance to National Parks Branch in planning, implementing and analysing an evaluation survey for the Annual Superintendents' Conference that was held in Ottawa.

The survey results are to be used in planning future conferences of National Parks Branch Park Superintendents.

(4) Presentation to Chiefs of Interpretation

A presentation was made by SED staff members to the Parks Canada Chiefs of Interpretation and Visitor Services during their meeting in Toronto. Based on the presentation, the Chief of SED prepared a paper entitled The Socio-Economic Division's Interest and Activities in Improving the Reporting Systems.

(5) Review and Assistance
People in National Parks
Policy Document

SED reviewed and suggested changes in the National Parks Branch document People in National Parks. The document outlines and provides a rationale for the policies by which Canadians and their guests will be encouraged to visit, enjoy and appreciate national parks.

(6) Review and Commentary on
Draft Management Plan Process
Document and Subsequent
Input to Revisions

SED participated in a review of the Management Plan Process document that was prepared to put more structure into the way Parks Canada develops management plans. SED also co-operated with Programming Division in presenting views on material that was to be used in Regional presentations about the management plan process.

After Regional meetings, SED continued to participate with National Parks Branch staff in seeing that its role in the process was clearly defined, as other new documents in relation to the management plan process were prepared.

(7) Study of a Procedure for Determining
the Official Language Service
Needs of the Travelling Public

SED was asked to assist the Co-ordinator of Official Languages in developing a procedure for determining the

level of demand by the travelling public for services in both languages. SED's role involved writing the terms of reference, assisting in selecting a consultant, providing technical support and supervising the contract work. SED also reviewed the project report and assisted in the preparation of revised work plans for presentation to the Program Management Committee meetings.

Originally, the study was expected to take place in four phases and to finish in 1981. During 1978-79, Phase I was completed. The research design for the survey, background material on each of the Regions and a final report on Phase I have been published.

c) A.R.C. Branch

Yukon River Recreational
and Historic Waterway Study

In connection with a development plan for the Yukon River, being undertaken in co-operation with the Prairie Regional Office and the Yukon Territorial Government, A.R.C. requested a study be undertaken which would provide information on recreation patterns of residents and non-residents in order to determine the potential wilderness use of the Yukon River. A visitor use study on the Yukon River was also proposed to provide a profile of the actual user, her/his itinerary and patterns of use in order to better plan for the location of facilities and to determine the extent of

services necessary.

SED recommended secondary data analysis using the wealth of data already existing on the Yukon, rather than undertaking a new field study.

3. Regional Offices

a) Atlantic Region Office

(1) Socio-Economic and Interpretive Studies

SED provided functional supervision to the Region in the following projects:

(i) Gros Morne Social and Economic Survey. SED provided assistance to the Region in defining research needs, developing terms of reference for the survey and providing certain key data, based on experience with other studies.

(ii) Kejimkujik Interpretive Study. SED reviewed the research proposal and made some suggestions. Generally, it was felt that the survey would be a good testing ground for future surveys designed to assist in the planning of interpretive programs.

(iii) Terra Nova Economic Impact Study. SED helped define the terms of reference for the project and advised the research officer involved. Assistance was given to the consultant who carried out the study and a review of progress was made.

(2) Visitor Projection Surveys

Visitor projection surveys were undertaken at the following locations:

(i) Cape Spear National Historic Park;

(ii) Province House National Historic Park.

SED assisted the Region by suggesting appropriate methodologies for the visitor projections.

(3) Visitor Surveys

In 1978, visitor surveys were conducted at the following locations:

(i) Cape Breton Highlands National Park;

(ii) Cape Spear National Historic Park;

(iii) Fort Anne, Port Royal and Grand Pré National Historic Parks;

(iv) Halifax Citadel;

(v) Terra Nova National Park.

SED assisted the new Atlantic Regional Office research officer by reviewing the projects, suggesting improvements regarding the study design where necessary and giving advice on interpreting the results and analysing the data.

Published reports are available for the Cape Spear National Historic Park 1978 visitor survey and also for two visitor surveys conducted during 1977 in Gros Morne and Fundy National Parks.

b) Quebec Region Office

(1) National Park Studies

A report is available on the following projects:

(i) Forillon National Park. The Region conducted a visitor study at Grand-Grève, an abandoned fishing village. It also surveyed campers at the newly developed campground at Havre du Cap des Rosiers.

SED provided a review of the visitor study and suggested improvements in the study design.

(ii) La Mauricie National Park. A study was conducted by the Region to find out how effective and how well received the interpretive program at La Mauricie was.

SED reviewed the study and suggested a number of improvements and also methods for evaluating the effectiveness of an interpretive program.

(2) Research Directive

The Quebec Regional Office Research Chief prepared a regional directive in which he outlined methods to be used in conducting socio-economic research. SED assisted him in drafting the directive and two staff members gave a presentation at a seminar held to introduce it. They demonstrated how a research project could be planned and carried out using these methods and giving examples from their own research.

(3) Utilization Model

The park utilization model is a statistical method

to estimate the use of individual facilities within a park when the total number of visitors to the park is known. It is used in planning future provision of facilities as the total number of visitors changes.

SED provided assistance to Quebec Regional Office in weighting park visitor data and developing the equations for the park utilization model which could be used in the two national parks situated in the Region.

(4) Visitor Surveys

In 1978, visitor surveys were conducted at the following locations:

- (i) Carillon,
- (ii) Fort Chambly,
- (iii) Fort Lennox,
- (iv) Lachine Canal,
- (v) Old Port of Quebec,
- (vi) Sainte Anne de Bellevue.

SED reviewed the planning reports for these studies and suggested improvements in their study design. Reports are available from Quebec Region.

c) Ontario Region Office

(1) Provision of Staff

SED provided a staff member for eight months to act as Chief of Research. In addition to active involvement with some of the projects listed below, he analysed what

socio-economic information planners and park staff members needed for their operational and planning decisions. He also advised on visitor projections for the national historic sites located in Ontario.

(2) Review of Point Pelee's Management Plan

Ontario Region had hired a consultant to prepare a management plan. SED reviewed the proposals for the socio-economic implications of the planning alternatives put forth in the management plan. This project started in the winter of 1979.

(3) Socio-Economic Study

The Region undertook a project to discover the economic impact of tourism development proposals in Niagara-on-the-Lake. SED assisted in monitoring the consultant's progress and also provided technical reviews of the project at decision points and advice on the methodologies employed by consultants for forecasting use and for conducting socio-economic impact assessments.

(4) Traffic and Transit Studies

(i) Fort St. Joseph Traffic Study. The objectives of the Fort St. Joseph Traffic Study are described in last year's annual report, SERC 78-19.

During 1978-79 the final results were published

by SED. Several conversion factors were developed which park staff can use to convert the electronic vehicle count into an estimate of the number of persons visiting the Park.

(ii) Point Pelee Parking Lot Study. The final report of this study was published by SED and is available.

(iii) Point Pelee Transit Study. The Acting Chief of Research designed this study, wrote the terms of reference, engaged a consultant and reviewed the initial progress of the project. The transit study was designed to test the planning hypotheses that a full transit system was needed in the Park and that park visitors considered vehicles to be an impediment. The study showed that these hypotheses were not valid and that implementation of a full transit system would be too costly. Alternative recommendations for the operation and development of the Park were made to solve the visitor distribution and environmental impact problems.

(5) Vessel Movement Data Transformation

At the request of C.O.R.T.S. planners, the Acting Chief of Research wrote the terms of reference for a study to transform the Trent-Severn Waterway and Rideau Canal vessel movement data into identifiable trip patterns. He engaged and supervised the consultant

and reviewed progress of the project. The transformed data were then forwarded to C.O.R.T.S. planners.

(6) Visitor Surveys

Visitor Surveys were conducted during 1978 at the following locations:

- (i) Trent-Severn Waterway;
- (ii) Georgian Bay Islands National Park.

The Acting Chief of Research perceived the need for these studies and determined their scope. He set up the terms of reference, engaged the consultants and supervised their progress. Reports are available.

d) Prairie Region Office

Yukon River Recreational and Historic Waterway Study

SED had contact with both the Prairie Regional Office and ARC Branch regarding the planning of this study. For more details see page 36.

e) Western Region Office

(1) Creel Censuses

Creel censuses were planned at the following locations:

- (i) Jasper - Beaver, Jacques and Maligne Lakes.
- (ii) Yoho - Wapta and Emerald Lakes

The main objective of the creel surveys was to

determine if the natural recruitment and growth rate of the fish were sufficient to suspend stocking. SED helped the Region clarify its secondary objectives and determine the procedures to be used for conducting the creel census and what information should be collected.

(2) Potential Visitor Model:
Kitselas National
Historic Site

The Kitselas National Historic Site lies on a busy highway. Not all the people passing the park can be considered potential visitors. During his time at the Regional Office, the Head of RAND constructed a model to show how the potential visitor component can be extracted from the average daily traffic count.

(3) Provision of Staff

During 1978/79 the Region was still without a Chief of Research and thus SED took a very active role in many of the research projects. The Head of RAND spent three weeks at the Regional Office preparing program forecasts and estimates. He also demonstrated methods of analysing socio-economic data and helped research officers with their projects.

(4) Recreation Users Surveys

(i) Elk Island National Park: Planning for Winter Recreation Use Study. SED participated in the

initial stages of this project. The final report, by W.J. Marshall, was published during 1978-79. The project was designed to provide information on cross-country skiers.

(ii) Jasper National Park: Athabasca River Guide

Users Survey. Parks Canada hopes to produce a series of publications, using special and expensive waterproof paper, to provide information to park visitors about canoeing and kayaking on specific rivers in the Region. The first publication is the Athabasca River Guide and Parks Canada wished to assess the effectiveness of its format and content. SED reviewed the terms of reference for the project and helped design the evaluation survey.

(iii) Mountain National Parks: Downhill Ski Study.

SED assisted the Region by analysing the data from the 1978 surveys. The object of the surveys was to measure the park and accommodation requirements of downhill skiers.

(5) Visitor Surveys

SED reviewed the terms of reference and monitored the progress of the following visitor studies:

- (i) Banff: Lake Louise Visitor Centre Survey;
- (ii) Banff: Lake Louise Visitor Study;
- (iii) Jasper: Visitor Use Analysis Study;
- (iv) Kootney: 1978 Visitor Study

4. Other Agencies

a) Canadian Outdoor Recreation Research Committee

The members of the Committee wrote a report for presentation at the 1976 Federal/Provincial Parks Conference entitled Parks and Recreation Futures in Canada. Staff of the Socio-Economic Division contributed a chapter on the subject of futures forecasting techniques and also took the responsibility for preparing final editions of the report. Parks Canada covered the expenses of preparing the current edition for publication by the Ontario Research Council on Leisure (ORCOL). English and French versions of the report are available from ORCOL.

b) Exxon Travel Club

The Exxon Travel Club requested reports on visitor facilities in each national park to use in their annual travel guides. After discussion with the Information Division, SED prepared computer output to provide the information and developed a computer routine to meet this requirement each year in the future.

c) Heritage Canada

Heritage Canada wished to design a study to measure the benefits of heritage programs to the communities in which they are situated.

SED provided suggestions and advice to Heritage Canada's research advisor on how the study might be carried out, based on SED's experience designing socio-economic impact studies for parks.

d) Research Group on Designing Barrier-free Environments for the Disabled

SED participates in this intergovernmental committee. During meetings the positions, policies and guidelines of the respective governmental agencies regarding the provision of facilities and services for the disabled are discussed and research results are pooled.

SED finds the material produced useful but, at this time, is not conducting any research projects specifically aimed at the disabled.

e) Statistics Canada: Canadian Wildlife Service Visitor Research 1978

SED was asked to comment on a proposed survey of visitor use at the Wye Marsh Wildlife Centre near Midland, Ontario. Staff members reviewed the objectives of the survey, the population to be surveyed, the topics to be covered, the survey design and the proposed questionnaire. As a result, SED recommended that the survey objectives be further clarified and that the questionnaire be modified.

5. The Outdoor Recreation Research Community

- a) Association for the Study
of Man-Environment
Relations

The Head of Primary Data Collection Studies at SED was part of a panel feasibility study on improving access to information about the impact of the built environment on people. This study was felt to have particular relevance to planners and agencies concerned with people/environment relations. SED used the results of the study in designing its own document centre function.

- b) Environmental Design Research
Association (EDRA)

(1) Annual Conference

The Head of Primary Data Collection Studies participated in the annual conference of EDRA, held at the University of Arizona at Tucson. The conference theme was "New Directions in Environmental Designs Research" and the Head participated in a working group on pedestrian research.

(2) Special Meeting of Canadian Members

A special meeting of Canadian members of EDRA was held in Ottawa to discuss the feasibility of establishing a Canadian chapter.

It was decided that Canada did need a formal body of environmental design researchers but no consensus was reached as to whether this should be a chapter of EDRA or a separate national association. In the meantime, it was agreed that the possibility of holding a future meeting of EDRA in a Canadian location be investigated.

c) Journal of Leisure Research

This journal is produced by the U.S. National Recreation and Park Association. SED members review articles submitted to the Journal.

d) Leisure Sciences

This journal is designed as a forum for the interdisciplinary presentation of leisure studies. Staff members of SED review articles submitted to the Journal and the Chief of SED is an associate editor.

e) 1979 Super-8 Film Festival

The Head of Primary Data Collection Studies made a presentation at the film festival on the use of Super-8 photography as a recreational research tool. He demonstrated SED's work in developing camera technology and techniques and their use in evaluating the effectiveness of signs, displays and visitor attractions.

f) Travel Tourism Research
Association Meeting

The ninth annual conference of the Travel Tourism Research Association was held in Ottawa and SED staff attended and participated in discussions. The Chief of SED presented a paper entitled Travel Research for Policy Formulation, Long-range and Short-range Planning.

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